



Digital Marketing



Digital Marketing

Course Duration - 2.5 Months

Fees - 18,000/-

SKILL HUB TECHNOLOGIES



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**Renuka Hospital, Bhajiwali Bai CHawk,
Usmanpura, Ch. Sambhajinagar**

Digital marketing Introduction

- Introduction to Digital marketing
- Comparison of Traditional and Digital Marketing
- Statistics of Digital Marketing
- Benefits of Digital marketing
- Latest Digital marketing trends
- Digital Marketing strategy for websites
- Challenges in Traditional marketing

Website Development

- Basic Information on Websites
- Benefits of having a website
- Basic HTML, CSS
- What is WordPress
- Admin Interface Basics
- Web site Concepts
- Default Settings in WP Types of Themes
- Theme Settings and Customization Managing Themes
- Content management in WP Categories, Tags and Posts Pages and Sub Pages Custom Content Types
- Adding a menu to the website Plugins and Widgets
- Using Plugins in Site
- Advanced Plugins in WP Practical Project Example
- Landing Pages

Search Engine Optimization (SEO)

- Introduction to SEO
- How Different types of Search engines work?
- Steps for SEO
- Keyword Research
- Understanding Google Algorithm

- Types of SEO
- On page SEO
- Off-page SEO
- Managing Tags
- Website Audit
- Google Webmasters Tools (Web Console)
- Keyword Research Process
- Competition Analysis
- Google Keyword Planer
- On page Optimization strategies

Local (SEO)

- What is GMB?
- Importance of GMB in digital marketing
- How to create a Google My Business page?
- Listing services in GMB
- Product listing in GMB
- Store location management in GMB

Google Analytics

- Basics of Google analytics
- Tools for website analytics
- Installing Google Analytics
- Parameters of Google Analytics
- Reporting and Analysis

Social Media Optimization & Marketing

- Social Media Optimization
- Basics of social media marketing
- Social Media Platforms
- Hashtag & Viral strategy
- Facebook page, group, events creation
- Facebook marketing

- Facebook Paid advertising
- Instagram profile creation,
- business account handling
- Running ads in Instagram
- Twitter profile creation
- Creating ads in Twitter
- LinkedIn Profile management
- Understanding Youtube
- Youtube channel creation
- Youtube ads management
- Promoting videos on Youtube
- Monetization in Youtube

Google Ads

- Understanding Search ads and Display ads
- Local advertising
- App install Ads
- What is Pay Per Click (PPC)?
- Importance & Benefits of PPC
- Pay -per-Click Providers
- Understanding Google AdWords
- Google Adword Structure
- Setting up PPC Campaign
- PPC campaign Navigation
- Understanding “Click-through Rates”
- Understanding impression, Cost/Conversion, Tracking code?
- Google Adword NetworksNetwork Campaigns
- Home/Campaigns/Opportunities/Tools & Analysis,
- Billing my Account

Google Ad Sense

- What is Google AdSense?
- Implementing Ads in a Website
- Managing payments

Affiliate Marketing

- What is Affiliate Marketing?
- Types of Affiliate Marketing
- Making Money using Affiliate Marketing

Freelancing

- What is freelancing?
- How to become a freelancer?
- Freelancing websites
- Best practices in freelancing
- Registering on freelancing websites

*Thank
You*